



REP HEADLINE# 6340776

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

TRF# 495258

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

FAX# 703-516-9680

ORDER WORKSHEET

HARRIS REPORT FROM REP

OCT10/12 18.39

\*\*\* WFSB-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			37000.00	OCT/12		21900.00						
CONTRACT TOTAL												58900.00
TOTAL SPOTS												61

MARKET TOTALS \$206,691
WFSB 34%
WTNH 26%
CABL 1%
WVIT 20%
WTIC 18%
WCTX 1%
WCCT 0%
WHPX 0%

ACCURATE SHARES.
GFSB LISTED AS CABL

SVC- NSI BOOKS- SEP/PJ
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

## CONTRACT



**WFSB**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 (860)728-3333

**wfsb.com**

And:

**Mentzer Media Services, Inc.**  
 600 Fairmount Avenue  
 Suite 306  
 Towson, MD 21204

<b>Contract / Revision</b> 495258 /		<b>Alt Order #</b> 06340776
<b>Product</b> MCMAHON 4 SENATE ADD		
<b>Contract Dates</b> 09/26/12 - 10/05/12		<b>Estimate #</b> 1413
<b>Advertiser</b> McMahon for Senate		<b>Original Date / Revision</b> 10/11/12 / 10/11/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/26/12	09/28/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W-F--				2	\$900.00			
2	WFSB	09/26/12	09/28/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--W-F--				2	\$200.00			
4	WFSB	09/26/12	09/26/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$600.00			
5	WFSB	09/26/12	09/26/12	CBS Soaps	1230-2p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$500.00			
6	WFSB	09/27/12	09/27/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$300.00			
7	WFSB	09/27/12	09/27/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,500.00			
8	WFSB	09/27/12	09/27/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,500.00			
9	WFSB	09/28/12	09/28/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	----1--				1	\$2,100.00			
10	WFSB	09/26/12	09/26/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,200.00			
11	WFSB	09/26/12	09/26/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,200.00			
12	WFSB	09/27/12	09/27/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

Contract / Revision	Alt Order #
495258 /	06340776

Contract Dates	Product	Estimate #
09/26/12 - 10/05/12	MCMAHON 4 SENATE	1413

Advertiser	Original Date / Revision
McMahon for Senate	10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,200.00			
13	WFSB	09/26/12	09/26/12	Criminal Minds	9pm - 10pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$4,000.00			
14	WFSB	09/26/12	09/26/12	CSI	10pm - 11pm		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$3,500.00			
15	WFSB	09/27/12	09/27/12	Elementary	10pm - 11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$4,000.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/24/12-09/30/12	Elementary	10pm - 11pm	----Th-----	:30	\$4,000.00	NM		
Credited												
16	WFSB	09/28/12	09/28/12	CSI: NY	8pm - 9pm		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1--				1	\$3,200.00			
17	WFSB	09/28/12	09/28/12	Blue Bloods	10pm - 11pm		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1--				1	\$3,500.00			
18	WFSB	09/29/12	09/29/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$350.00			
19	WFSB	09/29/12	09/29/12	SA 10-11p Prime	10pm - 11pm		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$900.00			
20	WFSB	09/30/12	09/30/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$150.00			
21	WFSB	09/30/12	09/30/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$450.00			
22	WFSB	09/30/12	09/30/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$800.00			
23	WFSB	09/30/12	09/30/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$350.00			
24	WFSB	09/30/12	09/30/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$6,500.00			
25	WFSB	09/30/12	09/30/12	Good Wife	9pm - 10pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$3,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/24/12-09/30/12	Good Wife	9pm - 10pm	-----Su	:30	\$3,200.00	NM		
Credited												
26	WFSB	09/30/12	09/30/12	Mentalist	10pm - 11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$3,200.00			

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Contract / Revision	Alt Order #
495258 /	06340776

Contract Dates	Product	Estimate #
09/26/12 - 10/05/12	MCMAHON 4 SENATE	1413

Advertiser	Original Date / Revision
McMahon for Senate	10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1	WFSB	09/24/12-09/30/12		Mentalist	10pm - 11pm	-----Su	:30		\$3,200.00	NM		
Credited												
27	WFSB	10/04/12	10/04/12	Eyewitness News	6am - 6:30am		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 ---1--- 1 \$450.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WFSB 10/01/12-10/07/12 Eyewitness News 6am - 6:30am ----Th----- :30 \$450.00 NM Credited												
28	WFSB	10/01/12	10/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$825.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M-W-F-- 3 \$275.00												
N 30	WFSB	10/01/12	10/05/12	Eyewitness News	12pm - 12:30PM		:30			NM	2	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M-W-F-- 3 \$275.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 3 WFSB 10/01/12-10/07/12 Eyewitness News 12pm - 12:30PM M--W--F---- :30 \$275.00 NM Credited												
31	WFSB	10/01/12	10/05/12	CBS Soaps	1230-2p		:30			NM	5	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 MTWTF-- 5 \$250.00												
32	WFSB	10/01/12	10/05/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	3	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M-W-F-- 3 \$350.00												
33	WFSB	10/01/12	10/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	2	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M---F-- 2 \$675.00												
34	WFSB	10/01/12	10/05/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$2,025.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M-W-F-- 3 \$675.00												
35	WFSB	10/01/12	10/04/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M--T--- 3 \$800.00												
36	WFSB	10/01/12	10/05/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M--TF-- 3 \$650.00												
37	WFSB	10/01/12	10/04/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	2	\$1,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 M--T--- 2 \$650.00												
38	WFSB	10/01/12	10/05/12	Eyewitness News	11PM - 11:35PM		:30			NM	5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 MTWTF-- 5 \$700.00												
39	WFSB	10/02/12	10/02/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 -1----- 1 \$2,700.00												
40	WFSB	10/04/12	10/04/12	Elementary	10pm - 11pm		:30			NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/01/12 10/07/12 ---1--- 1 \$2,500.00												
41	WFSB	09/26/12	09/28/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$1,000.00

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
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<u>Contract / Revision</u> 495258 /		<u>Alt Order #</u> 06340776
<u>Contract Dates</u> 09/26/12 - 10/05/12		<u>Product</u> MCMAHON 4 SENATE
<u>Advertiser</u> McMahon for Senate		<u>Estimate #</u> 1413
		<u>Original Date / Revision</u> 10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--WTF--				2	\$500.00			
42	WFSB	10/01/12	10/05/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M---F--				2	\$250.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WFSB	10/01/12-10/07/12		11a-12p Price is Right	11am - 12pm	M-----F----	:30		<del>\$250.00</del>	NM		
Credited												
43	WFSB	10/02/12	10/05/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				1	\$250.00			
Totals											61	\$58,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	26	\$37,000.00	\$31,450.00
10/01/12 - 10/05/12	35	\$21,900.00	\$18,615.00
<b>Totals</b>	<b>61</b>	<b>\$58,900.00</b>	<b>\$50,065.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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